

# New Order

**Agency:** Crossroads Media LLC  
**Office:** Alexandria  
**Client:** 12 - CrossroadsGPS  
**Product:** 11 - Crossroads GPS  
**Piggyback Product:**  
**Estimate:** 546 - GPS VA TV 60S 5.17-5.23.12

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 5/15/2012 9:31:12 AM

**Flight Start:** 05/17/2012  
**Flight End:** 05/23/2012  
**Hiatus:**

**Primary Demo:** A35+  
**Demo 2:**  
**Demo 3:**  
**GRP:** 42.80

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 2128512  
**Status:** New

**Airtime Dollars:** \$69,200.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$69,200.00  
**Total Spots:** 13

**CPP:** \$1,616.82  
**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
1	ThFMTuW 6:27P-6:30P ABC7 NWS AT 6	EN	\$6,000.00	C	60	1	0	0	0	1	0	1	3	3.10	\$1,935.48
LPMay/2011LP (pav)															
2	ThFMTuW 7P-7:30P WHEEL-FORTNE	PA	\$6,000.00	C	60	1	0	0	0	1	0	1	3	4.10	\$1,463.41
LPMay/2011LP (pav)															
3	ThFMTuW 7:30P-8P JEOPARDY	PA	\$8,000.00	C	60	0	1	0	0	0	1	0	2	5.20	\$1,538.46
LPMay/2011LP (pav)															
4	ThFMTuW 11P-11:35P ABC7 NWS AT 11	LN	\$5,000.00	C	60	0	1	0	0	0	1	0	2	2.70	\$1,851.85
LPMay/2011LP (pav)															
5	ThFMTuW 11:35P-12:05A ABC-NITELINE	LF	\$2,400.00	C	60	1	0	0	0	1	0	1	3	1.80	\$1,333.33
LPMay/2011LP (pav)															
<b>Total Spots:</b>						3	2	0	0	3	2	3	13		
<b>Total GRP/GIMP(000):</b>						9.0	7.9	0.0	0.0	9.0	7.9	9.0	42.8		

## New Order (Page 2)

Agency: Crossroads Media LLC	Station: WJLA-TV	Order ID: 2128512
Client: 12 - CrossroadsGPS	Product: 11 - Crossroads GPS	Estimate: 546 - GPS VA TV 60S 5.17-5.23.12
Flight Start: 05/17/2012	Flight End: 05/23/2012	Received in ePort: 5/15/2012 9:31:12 AM

Line	Daypart	DPT											Totals for Entire Flight		
No	(Program)	Code	Rate	C/T	Len	5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
Cash\$ - Spots: \$69,200.00 - 13    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$69,200.00    Total CPP/CMP: \$1,616.82															